

Having thus described the invention, it is now claimed:

1. A method of capturing and providing demographic information concerning a consumer of products to the manufacturer of such products during transactions in which the consumer utilizes a bar code reader and the Internet for product inquiries, comprising:

providing the consumer with a bar code symbol reader;

scanning a uniform product code (UPC) bar code symbol on a product by the consumer;

providing an association table in a database between the UPC symbol data and an Internet web site address affiliated with the product manufacturer;

providing the associated web site address to a computing device of the consumer for allowing the consumer to make a product information inquiry to said web site address; and

providing demographic information about the consumer to the product manufacturer by utilizing the information inquiry.

2. A method as defined in claim 1, wherein the bar code symbol reader is provided in the consumer's home.

3. A method as defined in claim 1, wherein the demographic information includes the geographic location of the consumer.

4. A method as defined in claim 1, wherein further comprising providing targeted e-mails to the consumer for product announcements by the manufacturer.